**Criteria**

Mission-related

ROI

Risk/Exposure

Time Required to Develop

Low Competition with Member Orgs

Jo Ellen Excited

**Big Ideas**

1. Speaker Event –-needs more thought, probably long term

plus VIP or speaker pitch or get Credo to buy a sponsorship

Celebrity speaker from TMC outlet (Goodman, Kilkenny, etc)

Mission: get Rachel MAddow to talk race and gender e.g.

--piggybacking on a trip and on a conference/audience-rich event

--soft cost of organizer’s time

--location

--cocktails

--list of people to invite

--event promotion/advertising—members

ROI for first time is reputation, list-building, major donor building

Risk that no one shows up; money comes from VIP, not audience—we don’t have VIP list so will we get enough money?

2. Merch (on demand)—yes, do it.

Mission related—what if it’s not union related? What if it is a sweatshop t-shirt?

Need development of idea—what would we sell, how much, to whom, in what venue?

ROI—if we had good online ads, we could get some TMC visibility

Risk/Exposure is very low—no up front

3. List Building—Yes, if it can happen, we shd do it.

Get members to donate one sponsored email; develop list—need good story, well-designed, proper list selection to generate volume. Lot of work to prep esp with convincing folks to give up their lists.

ROI could be really strong—if Mojo and Alternet could do it in a timed way, then other outlets could kick it in on social media and echo.

No Risk to TMC; some risk to outlet

Time to develop—you should have an ask in the initial email; we need to have the rollout ready to go. Everything has to be concrete in the ask.

4. Training via Webinar/Summer School

--for journalists

--for bloggers

--for wannabe media makers

--advocacy ngos that want to make their own web newscenters

--for citizen journalists

--for high school kids

how to become your own media outlet—advocacy groups

What does a 21st century journalist do to create journalism?—to foundations

how to start an independent journalism career (for career counselors)

Describe the ecology of the independent media, how you pitch,

$$ is strategic communications

Funder focus group

Pilot phase

Mission based

Volunteer content, pay for webinar, pay for promotion

ROI—need business plan

Risk?

Time Required:

TA: We have technical assistance to offer to spin project, etc.

5. Brokered Services

--Kindle Singles Publisher

We could sign a deal with BK to deliver x amount of media content; BK gets content; we get a piece of the money; include audio/video; arrange thematically; bundle content.

--HR

--Health Benefits—member survey

--401k—member survey

--Revolving Loan

We need this; would Ford try this again?

ROI

Risk—who holds the risk?